



CLIENT

Farmers & Merchants Bank

WEBSITE

www.fmb.com

INDUSTRY

Banking & Financial

SOLUTIONS

Sitecore Experience Platform, Microsoft Azure

Overview/Review

Farmers & Merchants Bank (FMB), a 110-year-old financial institution with almost \$7B in assets, 24 branches, and one of the strongest banks in California, partnered with XCentium to provide a digital solution that is user friendly, has the best personalized marketing tools available, adheres to strict governmental compliance regulations, and offers Cloud based hosting to ensure the best in high performance and security. Due to FMB's technical and marketing objectives, implementing the Sitecore 8.2 Experience Platform hosted on Azure Cloud was the best choice for FMB.

Scalability, Geo-redundancy, and Compliance Across All Devices

XCentium implemented Sitecore 8.2 on Microsoft Azure Cloud which provides Farmers & Merchants Bank with resiliency, geo-redundancies, high availability, and disaster recovery to create a no-fail environment. The XCentium team assisted the Bank with complying to financial industry governmental regulations including the ADA, FDA and WCAG requirements. Additionally, the team implemented XCentium's Vault for Sitecore which provides website version control, tracks each change made to the website and provides reporting functionality for simple audit compliance. FMB's new digital solution is responsive – expanding their web presence to all mobile devices.

In addition to the superior digital technology solution created for Farmers & Merchants Bank which ensures compliance and security, XCentium also partnered with FMB to provide the following impact:

- Responsive design enabling clients to interact with FMB on any device
- Optimized website for SEO
- Sitecore Analytics showing how customers interacted with FMB's website

Provided paired programming for FMB staff to ensure maximum utilization of Sitecore features

An Innovative and Quality Team with You Every Step of the Way

"XCentium's team was a true pleasure to work with throughout the project as they worked with multiple people across our team to ensure that project objectives were met on time. Following the launch of our website, the XCentium team has continued our partnership by providing great ongoing support. We highly recommend the XCentium team to anyone who is looking for a high quality, innovative, and driven team who will partner with you every step of the way and beyond to create your own, personalized omnichannel solution that meets ADA and WCAG compliance requirements."

- Chief Information Officer, Farmers & Merchants Bank

